"TOP LINE" - 10
(Hand Tab)

COMPARISON TO REGULAR BRAND

	NORTHWIND	
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =	402	234
	%	%
Better Than	24	22
Much better than regular brand	11	11
Slightly better	13	11
About the same	30	29
Worse Than	45	49
Slightly poorer	31	29
Much worse than regular brand	14	20
Don't know	1	-
Average	2.8	2.7

QUESTION: I would now like to find out how Northwind cigarettes compare to (READ BRAND IN Q.3), the brand you smoke most often. Would you say Northwind is... (READ LIST)?

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Source: https://www.industrydocuments.ucsf.edu/docs/thpj0004